

Abstract

The invention herein uniquely connects the real world of consumers to the world of the web or the domain of universally accessible information and commerce. Through a process of “tagging” or “placemarking” experiences via connectivity devices containing associated programming, consumers will now find access to desired information readily accessible, and readily communicated. In various embodiments, and as a consequence of the invention herein, television, radio and all printed material will now provide a method for consumer tagging without altering the basic technology or format behind such informational media. A device is carried by the consumer and provides a unique means for tagging information. Comparing the tagged information with a central web database provides the consumer a brief description and a direct link to the information desired. The technology herein can either be embodied in a separate device or integrated in a more capable multi-functional product.